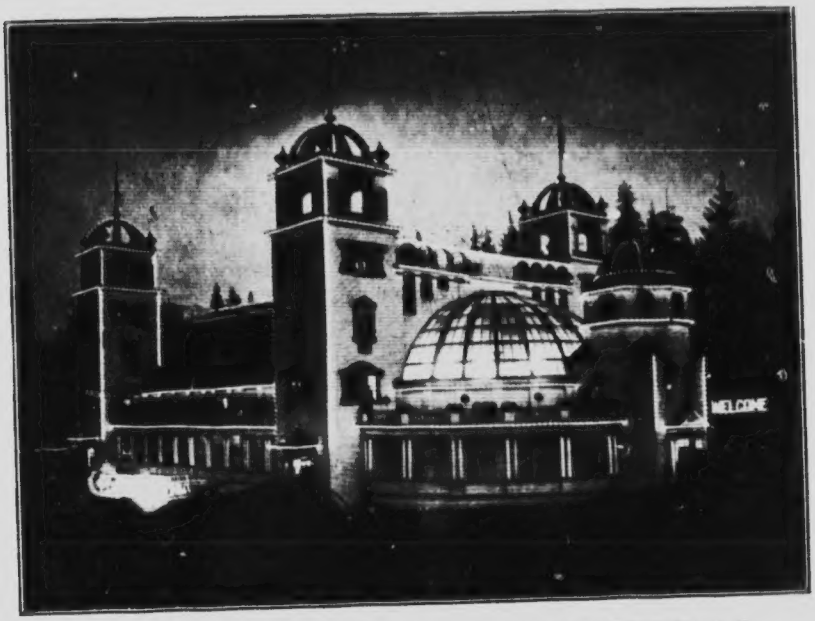
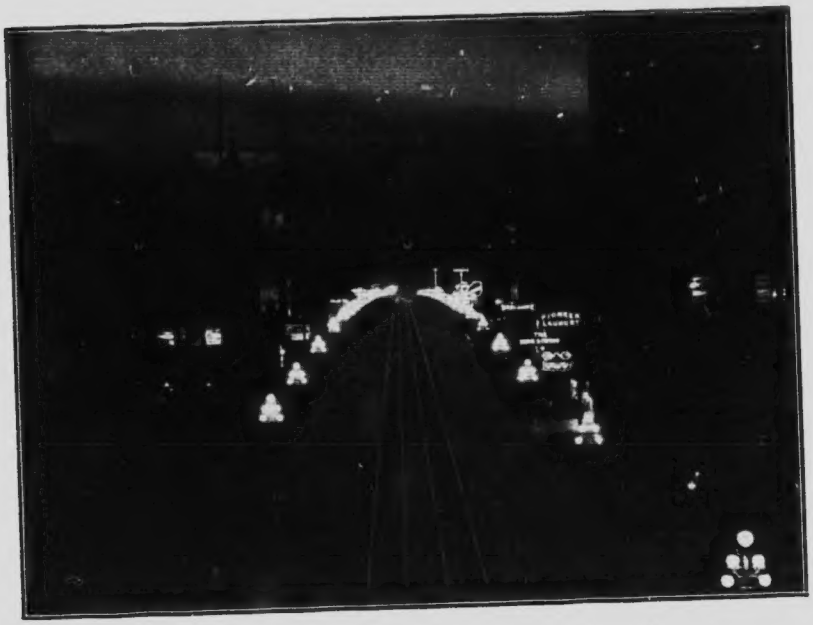
Impressions

From

The Printshop
of
Ward, Ellwood & Pound, Limited
318 Homer St., Vancouver
British Columbia



AGRICULTURAL BUILDING, HASTINGS PARK, VANCOUVER, B. C.



HASTINGS ST., VANCOUVER, B. C. BY NIGHT

APOLOGUE

FOR placing this brochure in the hands of our customers, and in fact all users of printing, we make no apology. In it we have endeavored to bring before you some of the fundamental and most salient principles that govern and control the greatest avenue of knowledge and commerce. We have approached our subject without bias and have gathered within its pages a few of the most vital truths from the three more important sources—that of the producer, the large consumer and the professional advertising expert. We have also in our endeavor kept well in view the blending of the beautiful with the useful, avoiding the all too frequent use of the glaring, crude advertising that jars upon the finer sensibilities, which ultimately defeats the purpose for which it was intended. By the harmony of tone and color and some interesting views of our Province, we have endeavored to create a pleasing atmosphere from which we hope you will not hastily turn aside, but will linger awhile and consider with us, these, our mutual problems, and also the problems of others, to the elucidation of which we should gladly lend our aid. If from any points given in these pages but one consumer will give his printer a wider and more sympathetic consideration we shall be well repaid.

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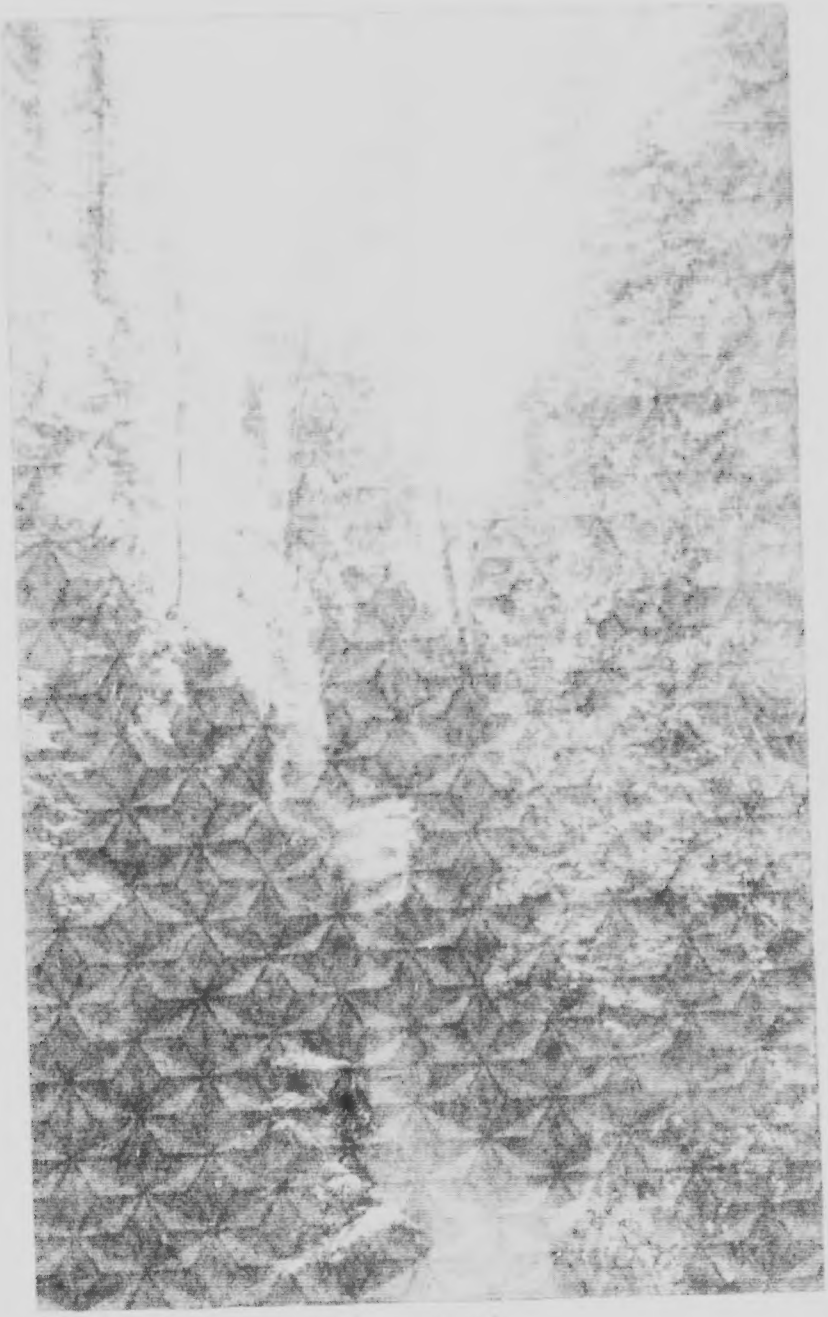


CAPILANO CANYON

Printing---What It Is

BY

LIONEL WARD

Conclusions reached after sixteen years actual experience as a Printer

PRINTING is an art. The truth of this there is no gainsaying. Yet how very few of the users of printing ever think of it in that category. Let us stop, just to consider for a moment, lest there be one who would combat that statement. If it is not an art, what is it? Is it a commodity that can be kept on a shelf or displayed in the windows, ready at a moment's notice to be sold across the counter to any customer? What is it then? Have you ever stopped one moment in the rush of store or office business to consider this? The answer is simplicity itself, yet withal very complex. It is the art or means used for transmission of thoughts and ideas to paper in a form that may be most easily absorbed and understood by others. Simple, you say. Yes, very, but how complex, yet where does the element of art enter? I ask you to bear with me a little and I will endeavor to shew you how, from the printers standpoint. Conceive if you can for one moment, any of our great commercial and financial establishments with the volume of business that continually streams through them, then of the thousands of different forms either of them use in their daily routine of business, then think of all the numerous enterprises that go to make up the commercial activity of a large city, and of the amount of printed matter used by them, and only then will you begin to dimly realize the vastness and the complexity of a printer's range of knowledge—or what it should be, to keep him in the forefront of his calling.

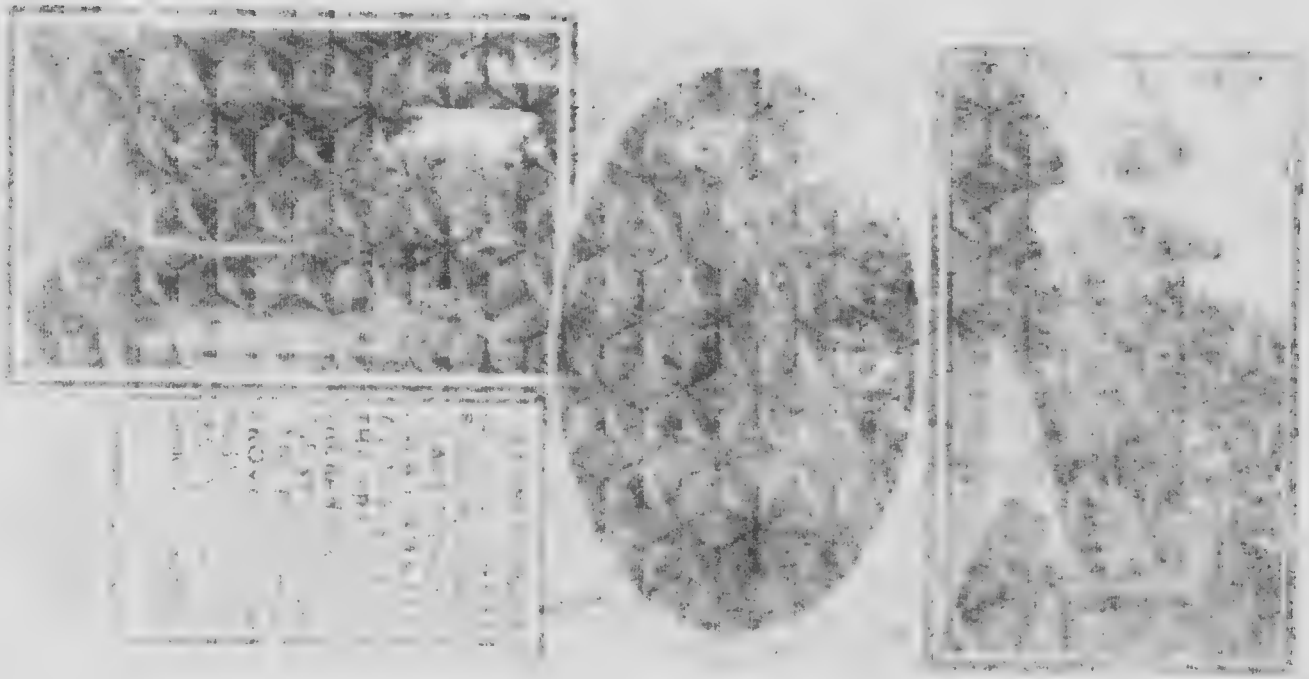
From this vast mass let me direct your attention to only two examples, taking as our first the simplest office form of any large mercantile house. A new development in the business necessitates some new forms.

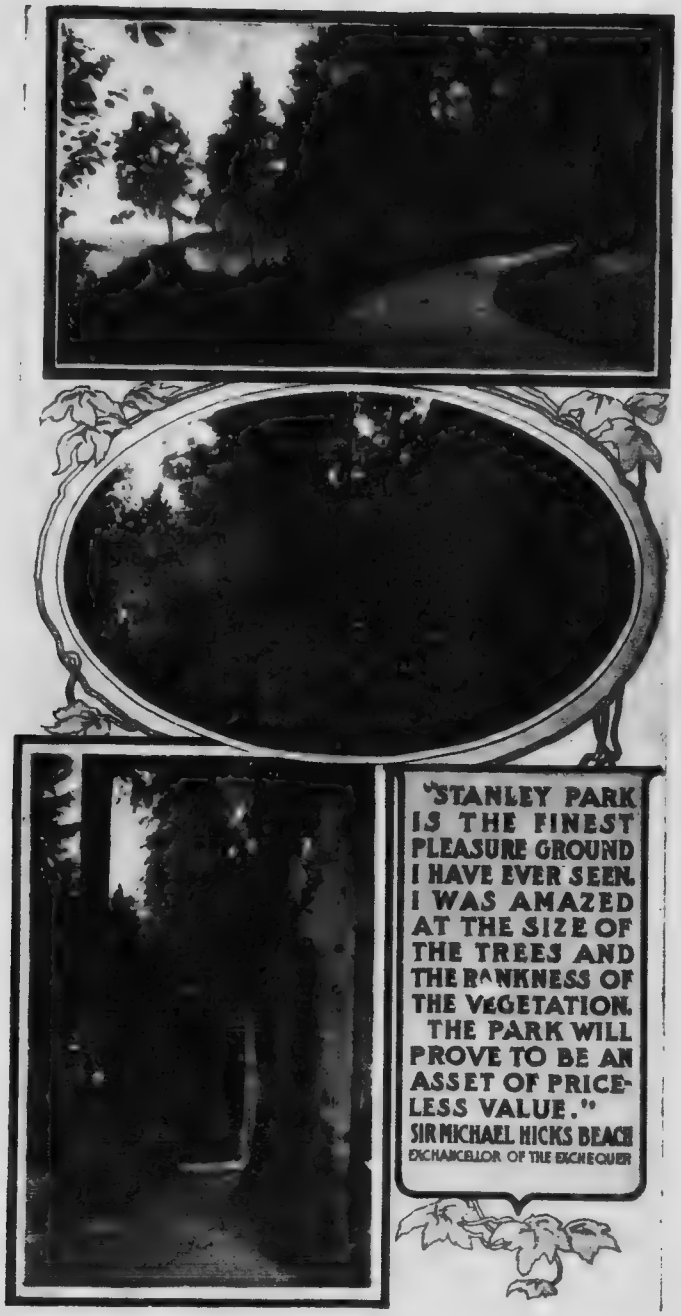
Impressions
from the Printshop of
Ward, Ellwood & Pound

FREIGHT YARDS C. P. R. DEPOT, VANCOUVER, B. C.

[illegible] eager [illegible] to the [illegible] which [illegible] is [illegible] sent by [illegible] of the printer receives [illegible] for it, and in a great many [illegible] Now let us follow this [illegible]

The printer receives the "copy" with either written or verbal instructions of what is wanted and to get the desired end he must at once assume the view point of the business man and try to grasp the use for which the form is meant that due proportions may be allowed for columns or writing spaces. Not only has he to bear that in mind when planning to set the job, but also the relative value of the type faces and the proper proportionment of margin and line spacing and to come within a given space that the completed job may be accepted by the customer and a credit to the [illegible] The same elements entered into the building of that simple form that are called into play when the architect accepting a commission to build a house, receives the verbal ideas of the owner or a rough sketch, and after careful thought produces a perfect drawing and the completed structure. Now let us pass on from the simplest to the most important and most difficult of the [illegible] The illustrated catalog of a large wholesale house, through which medium its commodities are brought to the personal notice of the consumer or buyers. The importance of this class of work cannot be over-estimated, because on it hangs the future of the institution whose silent, yet most powerful representative it is sent out to be. If it bears upon it the stamp of cheapness and shoddiness like a slothful or indifferent salesman, it will do incalculable harm, be thrown away and quickly forgotten, and the money invested in its production worse than wasted. Whereas had it borne upon its surface the impress of quality of a high

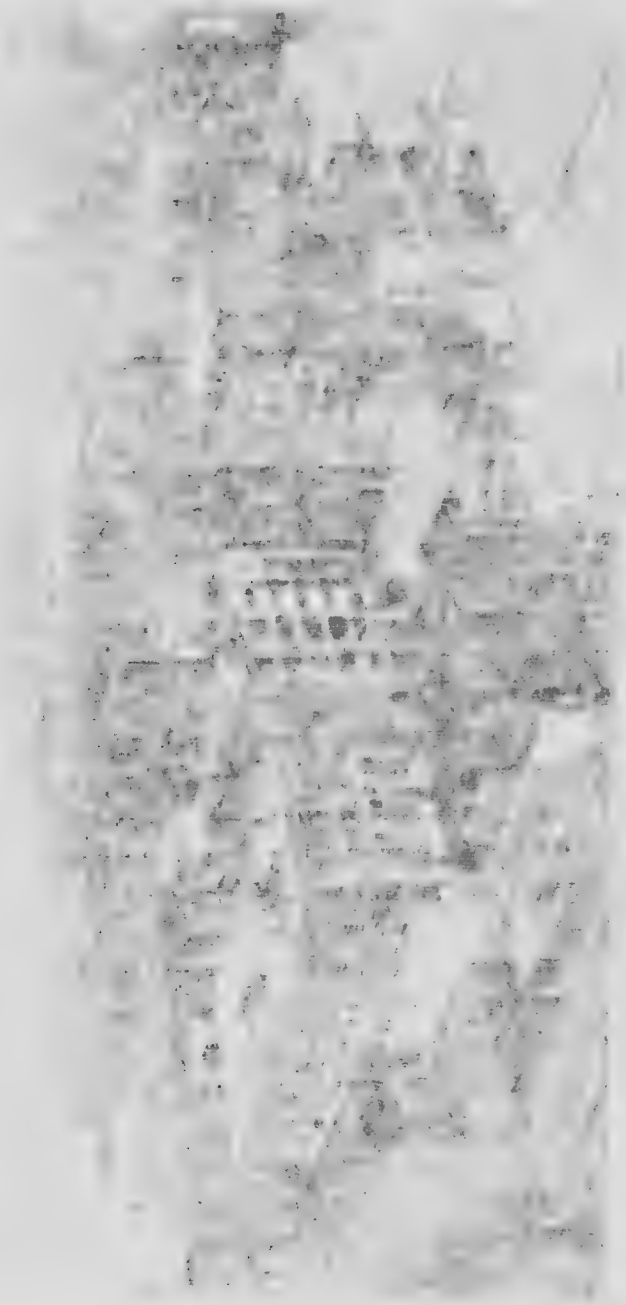




STANLEY PARK

[illegible] immediate attention and [illegible] into each [illegible] work and energy must be put [illegible] yet how widely different. Into the cheap and slovenly one rushed with [illegible] work in its manufacture [illegible] cannot put forth the best [illegible] no responsive cord in his nature [illegible] poor product, upon which the printer is [illegible] to place his imprint and as a [illegible] merchant it is an utter failure [illegible] that counts. From the moment the printer receives the copy, the artist in the man is fore[illegible] and the constructive work begins. The successful printer loves all his work and idealises such work as this. The stock for cover and pages, the color or shade [illegible] typefaces, leadings, margins, size of type and length of lines, in fact all the numerous details that must be considered, all of these must be seen in the mind of the printer before your catalog can become an accomplished fact and you welcome a strong factor to your selling force. The printer is proud of the beautiful token of his skill and more often than not satisfied with a very modest return for the outlay of his money and energy.

So it is with any form that is printed, whether large or small, of whatever character may be mentioned. Into each and every piece must enter the individuality and personality of the creator of it and those characteristics must be of the highest grade, or no matter what the work the output will bear the stamp of failure. In closing I will touch upon another phase from the printers' point of view remembering that he is in the service of every business man in the city almost without exception, for all use stationery of some description help him and also help yourself and each other by seeing that you are not always at your last



PORTION OF WATERFRONT AND WHOLESALE DISTRICT, VANCOUVER, B. C.

WARD, ELLWOOD & POUND, Ltd

Impressions
from the Printshop of
Ward, Ellwood & Pound

LAKE LOUISE

Printing from the Customer's or Consumer's Side

BY

FRED M. RICKARD

Publicity Manager, The Canadian Home Investment Company, Ltd.

Impressions
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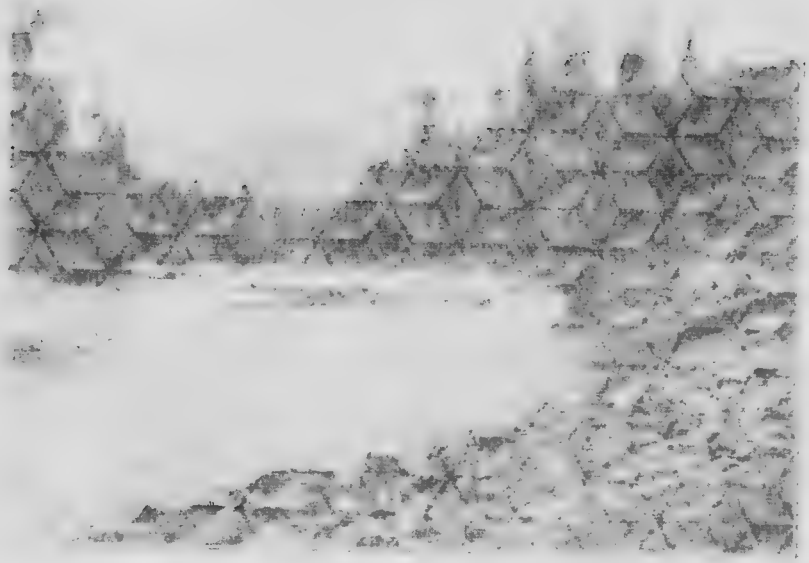

THE HOME OF THE SPECKLED BEAUTIES

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from the Printshop of
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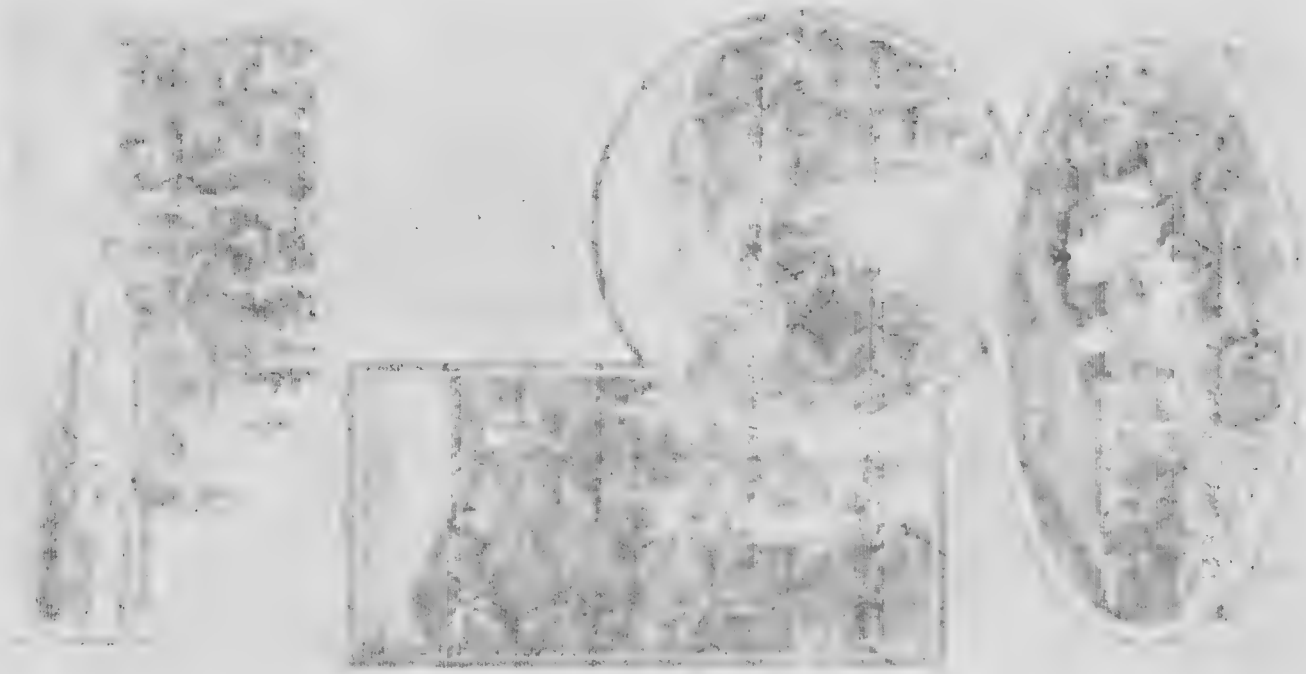

STANLEY PARK

Printing as Related to Advertising

A VISTA, LOOKING FROM STANLEY PARK

Service

SERVICE [illegible]

SERVICE [illegible]

VICTORIA HARBOR FROM THE CITY